

CLAIMS

What is claimed is:

1. A composition, the composition comprising:
a cosmetic agent or mixture of cosmetic agents;
5 an emulsifier or mixture of emulsifiers;
a rheology control agent; and
water;
in which:
the cosmetic agent or mixture of cosmetic agents comprises about
10 0.1 wt% to 40 wt% of the composition;
the emulsifier or mixture of emulsifiers comprises about 0.2 wt% to
about 20 wt% of the composition;
the rheology control agent comprises about 0.2 wt% to about 5 wt% of
the composition;
15 the rheology control agent is microcrystalline cellulose having an
average particle size of 50 microns or less;
the composition has a viscosity at high shear of 120 Pa s or less.
2. The composition of claim 1 in which the composition has a
viscosity at high shear of 100 Pa s or less.
- 20 3. The composition of claim 1 or claim 2 in which the cosmetic
agent or mixture of cosmetic agents comprises about 2 wt% to about 20 wt%
of cosmetic agents selected from the group consisting of emollients, occlusive
agents, moisturizers, and humectants.
4. The composition of any preceding claim in which the cosmetic
25 agent or mixture of cosmetic agents comprises one of more agents selected
from the group consisting of sunscreen agents, self-tanning agents,
depilatories, exfoliating agents, and mixtures thereof.
5. The composition of any preceding claim in which the
microcrystalline cellulose has an average particle size of below 10 microns.
- 30 6. The composition of any preceding claim in which the
microcrystalline cellulose is a water-dispersible microcrystalline cellulose.
7. The composition of any preceding claim in which the

microcrystalline cellulose is a coprocessed microcrystalline cellulose that comprises microcrystalline cellulose and sodium carboxymethylcellulose.

8. The composition of claim 6 in which the coprocessed microcrystalline cellulose comprises the microcrystalline cellulose and the sodium carboxymethylcellulose in ratio of about 85/15, by weight.

9. The composition of any preceding claim in which the microcrystalline cellulose has an average particle size of below 1 micron.

10. The composition of any preceding claim in which the cosmetic agent comprises a sunscreen agent or a mixture of sunscreen agents.

11. The composition of claim 10 in which the sunscreen agent or mixture of sunscreen agents comprises an inorganic sunscreen agent or a mixture of inorganic sunscreen agents.

12. The composition of any preceding claim in which the sunscreen agent or mixture of sunscreen agents comprises an organic sunscreen agent or a mixture of organic sunscreen agents.

13. The composition of any of claims 10 to 12 in which the composition has a sun protection factor of at least 12.

14. The composition of any of claims 1 to 8 in which the composition comprises a self-tanning agent.

15. The composition of any preceding claim in which the composition has a viscosity at high shear of 80 Pa s or less.

16. The composition of any preceding claim in which the composition has a rundown time of 100 seconds or greater.

17. The composition of any preceding claim in which the water comprises about 55wt % to about 80 wt% of the composition.

18. A method for applying a cosmetic composition, the method comprising the step of spraying the cosmetic composition of any of claims 1 to 17 onto the skin, onto the hair, or onto the skin and the hair.